## ORDER

**Orders** Order / Rev: 684832 Alt Order #: 06150682 **Product Desc: CROSSROADS GPS WUSA** Estimate: 596 05/30/12 - 06/05/12 Flight Dates: Primary AE: Aaron Ashe Original Date / Rev: 05/18/12 / 05/18/12 T-WAS Sales Office: Order Type: **Political** Sales Region: NAT Agency Name: Crossroads Media/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 88 Canal Center Plaza Suite 555 Billing Cycle: **EOM/EOC** Alexandria, VA 22314 **Agency Commission:** 15%

Advertiser

Name:

**Crossroads GPS** 

Demographic:

A35+

**Product Codes:** 

IS-Issue/Ballot, IS-Issue/Non

Priority: P-5

**Revenue Codes:** 

AGY, GEN, POL

Order Separation:

New Business Thru:

Advertiser External ID:

Agency External ID:

**Totals** 

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/05/12	5	\$7,200.00	\$6,120.00

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	5	\$7,200.00	\$6,120.00	9.00
Totale	5	\$7,200,00	\$6 120 00	9.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Asha			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$7,200.00
Market	100%	\$37,894,74

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$9,094.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$13,263.16
WTTG	22%	\$8,336.84
WWPX	0%	\$0.00

_L	_n	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ε	1	WUSA	06/01/12	06/01/12	DT	СМ	9A-3P	F	1:00	1	\$1,400.00P-3	2.20 NM	1	\$1,400.00
					Soaps/Talk		(12:30 PM-3	:00 PM)						
	,	SOAP F	OT/THE	TALK										
		Sta	rt Date	End Date	<b>Weekdays</b>	Spots/Week	Rate	Rating						
	We	eek: 05/	28/12	06/03/12	F	1	\$1,400.00	2.20						
E	2	WUSA	06/04/12	06/04/12	9 News @ 6p	СМ	6-630p	M	1:00	1	\$1,500.00P-3	1.20 NM	1	\$1,500.00
					9 News @ 6p									
	9	9 NEWS	AT 6P		- ,									

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WUSA

Totals

\$7,200.00

Order / Rev:

684832

Advertiser:

**Crossroads GPS** 

Alt Order #:

06150682

Product Desc:

**CROSSROADS GPS** 

Flight Dates:

05/30/12 - 06/05/12

Estimate:

596

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L	n	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Ε	2	WUSA	06/04/12	06/04/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	M	1:00	1	\$1,500.00P-3	1.20 NM	1	\$1,500.00
	•	9 NEWS	AT 6P											
	18/	<u>Star</u> eek: 06/0	t Date	End Date 06/10/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
_							\$1,500.00	1.20						
E	3	WUSA	05/31/12	05/31/12		CM	6-630p	T	1:00	1	\$1,500.00P-3	1.20 NM	1	\$1,500.00
		0 NICA10			9 News @ 6p									
	,	9 NEWS	-											
		Star	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	W	eek: 05/2	28/12	06/03/12	T	1	\$1,500.00	1.20						
E	4	WUSA	06/05/12	06/05/12	DT	CM	9A-3P	-T	1:00	1	\$1,400.00P-3	2.20 NM	1	\$1,400.00
					Soaps/Talk		(12:30 PM-3	:00 PM)						
	;	SOAP R	OT/THE	TALK	·			·						
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 06/0	04/12	06/10/12	-T	1	\$1,400.00	2.20						
E	5	WUSA	05/30/12	05/30/12	DT	CM	9A-3P	W	1:00	1	\$1,400.00P-3	2.20 NM	1	\$1,400.00
					Soaps/Talk		(12:30 PM-3	:00 PM)			• . •		•	• 1, 132122
	:	SOAP R	OT/THE	TALK	•		•	•						
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 05/2	28/12	06/03/12	W	1	\$1,400.00	2.20						

REP: TEL# 703 528 CREDIT ADVISORY:	7800 AGENCY	CREDIT	RISK	FAZ
ORDER WORKSHEET		HARRIS	RPT.	

REP HEAD INE# 6150682

MAY18/12 12.17 \*\*\* WUSA-TV \*\*\*

FROM REP

DO - NOELLE RAMSEY D/P REC# CROSSROADS MEDIA LLC WASHINGTON ISS/CROSSROADS GPS HSN CROSSROADS GPS CODE 58/CITY TAX AARON ASHE SVC CO-OP KEY 10/BILL 17/RTG 16/BYR 9/AREA DATE MO-SU 64/ACON 28489 4/SLSP# TYPE TYPE 2/ADVERTISER# 11/RATE CARD 59/STATE TAX 21/BILL WK 1/AGENCY# 14/ORDER 57/CO-OP 63/PCON 3/PROD# 20/EOS S/REP# BIAS# WK-1 555 SUITE END DATE-JUNS/12 66 CANAL CENTER PLAZA, ALEXANDRIA, VA 22314 \*\*\* ORIGINAL REV#0 \*\*\* START DATE-MAY30/12 PARTIAL LINE/S ADDRESS LINE/S ORDER DELETE ADD NEK

\*\*NEW ORDER\*\* TTLS: 7200 FR: HILARY TO: LANCE REP:

PLS CFM, THX! 5/18

\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\* CON CM

CROSSROADS GPS

RATE SPOT 18/ SPT /WK PRICE 16/ PLAN PLAN SEC AGENCY EST# = 596 CLS 13/ DATE END BEGIN DATE TIME PTRN LNTH BEGIN END TIME CD DAYS LN# REP BS LN#

ц AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = 11

1230P-300P FRI

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SOAP ROT/THE TALK SOAP ROT/THE TALK PROGRAM: RA35+ : CON COM1: PROGRAM

0/90 10/90 09

Н

\$1,400.00

H

/LIN

SPOT

CD 23/ STS

STATION #US

8

REP: TEL# 703 528 7800

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS RPT. FROM REP

FAX# 703 528 7880

MAY18/12 12.17 \*\*\* WUSA-TV \*\*\*

REP HEAD INE# 6150682

					PECTN	END			BEGIN	END	CT.S	SEC		PLAN PRICE	SPT	RATE SPOT	STA'	TION	STS	SPOT
BS	REP				BEGIN		DEBN	LNTH					PLAN	16/	/WK	18/	CD			/LIN
LN#	LN#	CD	DAYS		TIME	TIME	PIRM	THIH	DAIE	DAIE	13/	<u> </u>	FLAN		- / ***		==	<u> </u>	==,	<u>, = ===</u>
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	P	ROG	RAM :	9 NE	WS AT	6 P							• /							
	R	A35	+ :	1.2																
			COM1:	9 NE	WS AT	6 P														
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	3		THU		600P-	630P		60	05/31	05/31		1	12		1	\$1,500.00				1
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			COM1:		WS AT	6 D							^							
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	ъ	POG	RAM :	SOAP	ROT/I	HE TA	T.K													
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			COM1:		ROT/I	ат эн	r.ĸ													
		.014	COMI.	JOAL	10171								٥							
	5		WED		1230F	-300P		60	05/30	05/30			12	7	1	\$1,400.00		,		1
	P	ROG	RAM :	SOAP	ROT/I	HE TA	LK													
		A35		2.2														/		
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JUN/12 \$7,200.00

CON COM1: SOAP ROT/THE TALK

CONTRACT TOTAL \$7,200.00 TOTAL SPOTS 5

MARKET TOTALS \$37,894 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%

SVC- NSI DEMOS- RA35+\*